DAILY NEWS, WEDNESDAY, OCTOBER 14, 1970

Now possible to get U.S. Government list of "tar" content of cigarettes, free.

Send for your copy, courtesy of

Carlton, lowest in "tar" of all regular filter kings tested.

Only 4.2 mg...less "tar" than 99.9% of all cigarettes sold.

If you're interested in a cigarette that has low "tar," you've probably seen the "tar" numbers appearing in cigarette advertisements these days.

One brand says: "15 mg of 'tar'."

Another says: "14 mg."

Another says: "12.6."

The latest U.S. Government figures show that Carlton is lowest of all the regular filter kings tested, with only 4.2 mg of "tar."

In fact, the U.S. Government figures show that Carlton has less "tar" than 99.9% of all cigarettes sold.

If you would like the U.S. Government list of "tar" figures, we'll be glad to mail you a copy. Just send your name and address to:

American Tobacco Company, Box 1888, Grand Central Station, New York, N.Y. 10017.

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CARLING BREWING CO. sales and earnings were lower in July and August, the first two months of the current fiscal year, said John Devlin, chairman of Canadian Breweries, of which Carling is the major U.S. subsidiary. "Although we have turned the tide in Canada, this isn't the same picture in the U.S.," Mr. Devlin said. "In the U.S., Canadian Breweries must find the answer to the decline in its market share. There are many things that can be done, but I think it would be wrong to spell them out at this meeting." In Canada the "erosion" of Canadian Breweries' market share evident over the past several years has been "arrested," Mr. Devlin said. In the January-to-June period, the company's share of the market remained "constant," he said.

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THE WALL STREET JOURNAL,
Wednesday, October 14, 1970

Volume of Cigarets Taxed In U.S. Increased in August

RICHMOND, Va.—The Tobacco Tax Council said cigaret taxes in the 50 states and the District of Columbia were imposed on 2,048,174,000 packages last August. It said this was an increase of 5.3% in the volume taxed during August 1969, when the package count was 1,944,212,000.

North Carolina didn't impose a tax until Oct. 1, 1969, thereby excluding that state from the package count for August last year, the council said. It added that if North Carolina were excluded from the August 1970 total, the package count would be 1,968,922,000, up 1.3% from last year.

TO: J. Resnik

FROM: CORPORATE RELATIONS DEPARTMENT

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